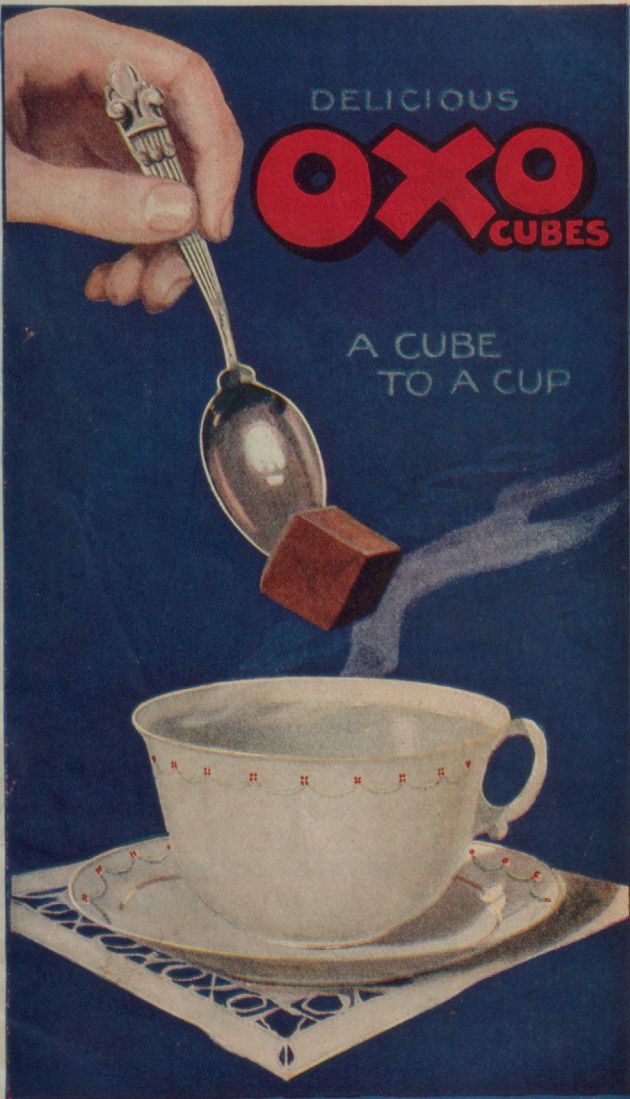


DELICIOUS

OXO
CUBES

A CUBE
TO A CUP



Lemco

Cookery Bk's
club 1764



We want you to try Oxo Cubes at our expense, and we send to you, with this booklet, a few Cubes for that purpose. We feel assured that once you understand the value of this remarkable new food-invention—its wonderful handiness—its rich goodness—its delightful flavour—its readiness and convenience for all occasions — you will never allow yourself to be without Oxo Cubes in the house.

In Tins of 4, 10, 50 & 100 Cubes.
Sold by Drug, Grocery, Delicatessen
Stores everywhere.





*"Ah! This
is what I've
been looking
for, for years!"*

Oxo Cubes fill a need that women have felt ever since they learned the art of cooking. The old-fashioned meat-extract and fluid-beef, with their messy jars, bottles and corks, were all very well in their way, but they were only steps in the evolution of Oxo Cubes.

**All the remarkable body-building
properties of the best beef are
condensed in Oxo Cubes.**

Think what it means! Simply a Cube—a cup—hot water—and a cupful of hot steaming delicious Oxo is ready in less than a minute. No fear of putting in too much or too little—each Cube is accurately measured—deliciously flavoured—perfect in strength and goodness—and the nourishment it gives, and the delightful feeling of warmth and "fitness" it creates, is out of all proportion to the amount taken.

Each Cube is enclosed in a dainty dust-proof wrapper, and is just the right size for a cupful.



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*Try these
delicious dishes
made with
Oxo Cubes*

Yavorska Soup

Small packet Haricot beans 2 tablespoonfuls milk
1 onion, chopped finely 2 teaspoonfuls cornflour
2 Oxo Cubes

Boil the beans and onions until soft; then drain and mash them. Dissolve Cubes in hot water, and mix cornflour with the milk smoothly, and add one pint water. Season to taste, and let it come to the boil.

Espagnol Soup

1½ pints bone stock 2 turnips
3 Oxo Cubes 3 spring onions
2 carrots Teacupful green peas

Cut turnips, carrots and onions into small dice shape. Add to boiling stock and Oxo Cubes. Simmer until vegetables are tender. Boil peas separately; add to soup when dishing up.

Eggs and Haricots

1 pint haricots 1 bay leaf
1 slice onion 1 Oxo Cube
4 eggs Chopped parsley
1 pinch celery seed

Soak the haricots in cold water for 24 hours, drain, and put in stewpan with enough (stock, if any) water to cover. When nearly done add onion, celery seed, and bay leaf in muslin bag. Add Oxo Cube. Just before serving poach eggs, when cooked, dish up haricots and carefully lay eggs round, each one being sprinkled with a little finely chopped parsley.

Oxo Cubes make delicious Soups

NEW OXO DISHES

Oxo Fondue

A delicious fondue is made by melting $\frac{1}{2}$ lb. cheese with 1 or $1\frac{1}{2}$ oz. butter and an Oxo Cube dissolved in very little water stirred into it.

Savoury Pie

The remains of any cold meat	1 Oxo Cube
4 good-sized onions	Breadcrumbs
or tomatoes	Chopped parsley

Slice the meat and put a layer in a pie dish. Cut the onions or tomatoes in slices, and put a layer on the meat. Then some parsley, pepper, and salt, and then a layer of bread crumbs. Add to this the Oxo Cube (dissolved). Repeat until the dish is full, putting crumbs on top. Bake to a nice brown.

Oxo Casserole

$\frac{1}{2}$ lb. cold meat	2 sticks macaroni
1 onion	2 Oxo Cubes
2 tomatoes	Pepper and salt to taste

Cut up the meat, onion and tomatoes, and break up the macaroni. Sprinkle the meat with flour, pepper and salt. Put all into a vegetable dish, and bake in a moderate oven for 2 hours. Mix the Oxo in hot water. Pour over and serve.

A Pretty Supper Dish

1 lb. sausages	$1\frac{1}{2}$ pints stock, or water
3 Oxo Cubes	Pepper
1 oz. gelatine	Salt

Fry the sausages, then split each link and lay in rather deep pie dish. Put stock into a saucepan with the Oxo Cubes and gelatine, stirring until these are dissolved. Then add pepper and salt, and pour over the sausages. When cold turn out and garnish with parsley. Before putting in the pie dish, let the dish have cold water in it for some time. This enables jelly to slip out better.

Each Cube is full of food-value

NEW OXO DISHES

Spaghetti and Tomato Cheese

$\frac{1}{4}$ lb. spaghetti

1 oz. cheese, grated

2 or 3 tomatoes

Breadcrumbs

A little butter

Pepper and salt

1 Oxo Cube

Boil the spaghetti until tender in $\frac{1}{2}$ pint of water, add the Oxo Cube, skin the tomatoes by steeping in boiling water for a minute or so. Cut up and add to the spaghetti. Grate the cheese, mix with the other ingredients, butter a pie dish, season with a little salt and cayenne, pour into the dish. Sprinkle with a few breadcrumbs, browned slightly. Place a few pieces of butter over the top and serve very hot.

Oxo Hot-Pot

1 quart water

2 Oxo Cubes

4 thin slices of bread

1 small onion

4 oz. macaroni

Put the water in a stewpan with the Oxo Cubes, slices of bread (the harder the better), onion and macaroni. Boil all together for 30 minutes (if you have any scraps of cold meat, mince and add to the other ingredients), thicken with a little cornflour.

Oxo Cheese Savoury

1 Oxo Cube

A few thin slices of cheese

Thin bread and butter



Melt the Oxo Cube in a small quantity of warm water, put the cheese into it and place in the oven till the cheese is quite soft, and the mixture of a creamy nature. Then spread it on the bread and butter, add a little mustard and return to oven so that it is quite soft when served.

So handy in the Kitchen

They beat all the old ideas



Oxo Cubes are as great an advance on the old-fashioned methods of making soups, gravies and beef-teas, as electric light is on the wax candle.

Prime concentrated beef in handy cubes—this wonderful food-invention stands for handiness, ease and quickness in the kitchen. Perfectly made—perfectly measured—perfectly flavoured, Oxo Cubes in the house mean economy as well as readiness to serve family or guests at a minute's notice.

In addition to their own high food-value Oxo Cubes have the remarkable power of stimulating the digestion so that it can assimilate much more nutriment from other foods,

Oxo Cubes are health-builders

NEW OXO DISHES

Veal Olives

Cold veal	2 Oxo Cubes
1 egg	Squeeze of lemon
Tablespoonful mixed herbs	Pepper and salt
Cooked bacon or ham	Tablespoonful cornflour

Cut the veal in slices, pass the herbs through a wire sieve. Place these in a piece of kitchen paper, beat up an egg and brush over both sides of the veal. Lay them on the paper with the herbs, and shake so as to have them evenly covered. Place a piece of cooked ham or bacon inside each, and roll up and tie with string. Place all on a skewer and lay in a saucepan with a pint of water. Dissolve the Oxo Cubes in a little hot water and flavour with lemon, pepper and salt. Gently boil for about one hour. Mix a tablespoonful cornflour into a paste, pour the liquid into it, reboil for 10 minutes, and serve with vegetables prepared in this way:—Make a flat ring of mashed potatoes, put the olives around it, and fill in the centre with a green vegetable or tomatoes. One olive to each person

Tomato Pie

1 small Spanish onion	1 lb. tomatoes
A small clove, or garlic if liked	1½ lbs. breadcrumbs
1 oz. butter	Little parsley and thyme
2 Oxo Cubes	Pepper and salt

Put in a saucepan the butter, when hot fry your onion and garlic (cut finely), till a nice brown. Then add 1 pint water. Cut up tomatoes, and add also parsley, thyme, and pepper and salt. Let the whole simmer till tender. Dissolve the Oxo Cubes and add to other ingredients. Lastly, stir in breadcrumbs till it is quite thick; if not moist enough add a little more water. Butter a pie dish, and turn contents of saucepan in and sprinkle with breadcrumbs, and put in the oven to brown.

Oxo Cubes are health-builders

MOTHER ALWAYS LETS
ME MAKE THE OXO.
IT IS SO EASY WITH OXO
IN CUBES.

A cube to a Cup.

In Tins of
4, 10, 50 & 100 cubes

for Beef Tea Soups, Gravies, Sauces, Hashes, etc.

AN OXO CUBE POSTER.

One of the great advantages of Oxo Cubes is they are so convenient that even a child can use them.

They are so good for children, too. Children thrive on Oxo.

Oxo contains just those vital elements so essential to health and sturdy growth. A splendid digestive it renders easy the assimilation of other foods and thus increases their power to nourish and strengthen

NEW OXO DISHES

Kaiserin Savoury

6 small cups or darioi moulds	A little chopped onion
1 large tomato	1 tablespoonful cornflour
$\frac{1}{4}$ lb. Naples macaroni, or same weight in spaghetti	Pepper and salt to taste
Sprig of parsley	Yolk of 1 small egg
Any scraps cold meat	3 Oxo Cubes

Boil in water (salted) macaroni or spaghetti, for 20 to 25 minutes. Strain and put in cold water. Grease cups. Put at the bottom of each one a very small piece of meat or lean bacon. Put a dash of parsley round meat. Then sprinkle round bottom, and well up sides of cups some cooked macaroni cut up small. Now skin the tomato, chop and mix it with meat, onion, parsley, seasoning. Add 2 Oxo Cubes, yolk of egg, and half of boiled macaroni. Mix well. Fill cups, steam for 20 minutes.

Sauce for above

Put an Oxo Cube dissolved in water into a saucepan. When boiling thicken with cornflour, season. Add the remaining macaroni, cut very small. Turn out dariois when cooked. Pour sauce round and serve hot.

Crème—Croutes à la Oxo

Cut some pieces of bread with a round cutter neatly, free from crust. Butter the centre on one side of bread. Then fry a light golden brown. When cold spread over the side that was buttered (it will not be crisp on that side) the following mixture:—

3 sardines (or anchovies), pound in mortar, add 1 Oxo Cube, a little salt, mustard, Nepaul pepper. Mix well, spread on the croutes. Then pile on each croute some Oxo cream (see recipe on page 10). Garnish with cress, lettuce or radishes. Taste-fully serve on lace paper.

A Cube makes a cupful

Insist on

OXO
CUBES

made by the firm
with the farms

All Beef used for Oxo Cubes
comes from Oxo's own cattle

Fifteen Grands Prix in 5 Years

The following awards are incontrovertible proof of the sterling goodness of Oxo Cubes. In addition to the Royal Warrant of Appointment to H.M. the King, Oxo has been awarded fifteen Grands Prix from different parts of the world within the last five years alone—a magnificent international tribute to Britain's best beef food.



Franco-British Exhibition, London, 1908—
Two Grands Prix.
Imperial-International Exhibition, London, 1909—Grand Prix.
Japan-British Exhibition, London, 1910—
Grand Prix.
Brussels International Exhibition, 1910—
Three Grands Prix.
Buenos Aires International Exhibition, 1910—Grand Prix.
By appointment to H.M. the King. Festival of Empire, London, 1911—Grand Prix.
Turin International Exhibition, 1911—Four Grands Prix.
Dresden International Hygienic Exhibition, 1911—Grand Prix.
Ghent International Exhibition, 1913—Grand Prix.

Lemco & Oxo (Liebig's Extract of Meat Co. Ltd.)
London, England.

NEW OXO DISHES

Oysters in Oxo

1 doz. oysters
1 oz. butter
 $\frac{1}{2}$ pint milk
1 Oxo Cube

$\frac{1}{2}$ teaspoonful flour
Salt
Pepper

Melt butter in saucepan, then stir in flour, add Oxo Cube dissolved in boiling milk, and stir until thick. Add oysters, and then re-heat; but do not boil. Serve with brown bread and butter.

Oxo Cream

2 Oxo Cubes
1 tablespoonful cream
White of 1 egg

1 small tablespoonful white vinegar
(or same quantity tomato sauce)
Pepper and salt

Put white of egg into a dry basin with pinch of salt, whip until quite stiff. Add cream gently to it, beat on until both are a still white foam. Drop by drop add the Oxo Cubes (dissolved in a *very little* water), stirring with a wooden spoon. Do not beat. Stir gently. Then add very slowly either vinegar or tomato sauce. Put pepper and salt last, if found needful. Keep in a cool place till required.

HOW TO SERVE.—(1) Spread lightly either between brown or white bread and butter, cut in dainty shapes for afternoon tea.

(2) Toast some bread lightly, butter when cold. Open the toast (which should not be too thin) spread some Oxo Cream inside it. Cut into finger lengths. Dish up with a little cress in the centre. Dainty for invalids.

(3) Make some bouches cases with good puff paste. Bake, take out centres. When cold fill with cream, adding, before using, a little Nepal pepper, if liked



**So handy when
journeying by car
or sleigh**

NEW OXO DISHES

Oxo and Tomato Paste

- | | |
|-------------------------------|--------------------------|
| 1 teaspoonful chopped onions | 1 Oxo Cube |
| $\frac{1}{2}$ lb. tomatoes | 1 slice toast |
| 1 tablespoonful grated cheese | Pepper and salt to taste |

Put chopped onions in pan with 3 tablespoonfuls water. Simmer 10 minutes. Skin and cut up tomatoes, put in pan with grated cheese, and Oxo Cubes, dissolved in a little hot water. Pepper and salt to taste. Simmer 5 minutes, stirring all the time. Cut crust off toast, and break up in small pieces. Stir over fire for 5 minutes. If stiff add more Oxo. This will keep a few months if put in a pot and covered with melted butter.

Tasty Patties

- | | |
|-----------------------------------|-------------------------------|
| Remains of cold chicken or turkey | 7 oz. flour |
| Some pieces of ham | 4 oz. cooking butter and lard |
| 2 Oxo Cubes | Pepper and salt |
| 1 teaspoonful baking powder | Parsley |

Pick meat from carcase of chicken or turkey, cut into dice shape with knife, and mince with the ham. Sprinkle with flour. Put bones to boil for a few minutes with $1\frac{1}{2}$ pints water, then add Oxo Cubes. Strain into basin; place meat into stewpan, and gently mix with flour until it is a paste. Cook for a few minutes. Make some pastry with the remains of the flour. Mix with it butter and lard, then baking powder. Roll out to $\frac{1}{2}$ inch thickness, cut with fluted cutter about size of a tumbler, stamp centre with a smaller one about size of a florin. Roll out scraps of pastry and cut out with smallest cutter. Bake in a hot oven. Raise centre and scoop out dead pastry, and fill the pattie in with mince. Season with pepper and salt. Place on top of each, one of the small pieces of pastry, and serve hot. Re-boil the remainder of the stock and serve in tureen. Garnish patties with dry parsley.

**Each Cube is the same in size—
strength—flavour**

OXO INVALID DELICACIES

Savoury Jelly

- | | |
|-------------------|-----------------------------|
| 1 pint water | 1 Oxo Cube |
| 1 small shallot | Sprig of thyme and parsley |
| A few peppercorns | $\frac{1}{2}$ oz. isinglass |
| Juice of lemon | Salt |
| Hard boiled egg | Cooked peas for garnishing |

Put the thyme, parsley, peppercorns, shallot (sliced), salt and Oxo Cube in a pint of water and boil. Then strain clear and pour the liquor upon the isinglass. Let it steep a little, warm and stir till quite dissolved, add the juice of lemon, if liked. Prepare some small moulds by soaking them in cold water, garnish each one with a slice of hard boiled egg and a few ready cooked green peas. When the Oxo jelly is cool but not set, fill up the moulds with it and keep in a very cool spot till firm enough to turn out. This jelly is quite as nice as a tediously prepared aspic and comes much fresher to table in hot weather.

Oxo and Milk Flip

- | | |
|-----------------|-----------------|
| 1 pint new milk | 1 egg |
| 1 Oxo cube | Salt and pepper |

Heat the milk to near boiling point and add the Oxo Cube while the milk is on the fire, stirring constantly for five minutes. Then remove from fire and after cooling a little beat up the egg with a pinch of salt and pepper. Add to the Oxo and milk flip, when a delicious dish, easily digested, is very quickly prepared.

Oxo Egg Custard

- | | |
|-----------------------|--------------------------|
| 1 Oxo Cube | 1 egg (germ removed) |
| 1 teacupful hot water | Pepper and salt to taste |

Mix the Cube with hot water; beat egg lightly, and add the Oxo, pepper and salt. Pour into a breakfastcup. Twist paper on top, and steam it for 20 minutes. Have the water boiling when custard is put in. Then draw aside, and only allow to simmer.

Oxo Cubes are always ready



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Much better than beef-tea

Every individual—old or young—every busy man and woman desirous of maintaining health and “fitness” will appreciate the handiness and value of Oxo Cubes. They combine the rich nourishing protein of beef with the stimulating beef-essence—the very elements that build up health and vitality, and keep the body “fit.”

Unlike other foods—none of the strength that Oxo creates is lost in the process of assimilation.

Simple—handy—delicious—no cooking—no measuring—no waiting—no waste—just add hot water and stir—ready in *one* minute.

Splendid for Children

Have you tried Oxo Cubes for *your* children? Oxo Cubes are the rich strength-building properties of beef in a readily digestible form.

Nothing is more wholesome and nourishing for children home from school on chilly days than a hot strengthening cup of Oxo.

Try for a change an Oxo Cube dissolved in a glassful of warm milk.



OXO INVALID DELICACIES

Oxo Sponge Pudding

3 sponge cakes.
 $\frac{1}{2}$ oz. gelatine.
2 Oxo Cubes.

2 tablespoonfuls cold
water.
1 pint boiling water

Cut up the gelatine and place it in a cup with the cold water and leave to dissolve. Take the sponge cakes and split each down. Now spread the Oxo Cubes (dissolved in very little water) on the bottom half of each. Add seasoning, and then place the top half of this to make a sandwich. Place these in a glass dish. Next place the remainder of the Oxo Cubes in the cup with the gelatine, add some boiling water, stir well for about 2 minutes; then empty contents into a pint mug and fill up with boiling water. Pour this gradually over the sponge cakes and leave till cold when you will have a delicious jelly.

Mock Turtle Soup

$\frac{1}{2}$ ready-boiled cowheel
2 quarts water
1 carrot

1 onion
Pepper and salt
Herbs to taste

Bring all to the boil and simmer 2 hours. Then add three Oxo Cubes and serve.

A
case
for
OXO
Cubes



Read what people say about Oxo Cubes

"Oxo Cubes are an excellent preparation, and of very great service to a medical man; also for use amongst his patients, as I find it can be retained when most sorts of invalid foods cause vomiting or diarrhoea, or both.

Then again, it is almost impossible to get any woman to follow out directions about making beef-tea from fresh beef. She will often plunge lumps of beef into boiling water, which, of course, at once coagulates the albumen, and renders the extractive principles of the meat quite insoluble.

"Thus the Oxo Cube supplies a more palatable and nutritious beef-tea than can be made from the raw material, and with absolutely no trouble whatever—except to boil the water."

* * *

"Before my marriage I was a business girl, and found Oxo Cubes invaluable for all times.

For business girls who live either in "diggings," or in any of the large establishments where girls are employed, Oxo is the most nourishing and easiest food to make.

So often after her evening's recreation a business girl comes in tired and cold, there is no supper waiting, and she has no time or conveniences for cooking. She will then find an Oxo Cube just the thing to warm and feed her, so that she may enjoy her night's rest, and awake full of energy for the next day's work."

"I am a school teacher, and have often felt tired after having given oral lessons.

At the beginning of September I commenced having a cup of Oxo (made from an Oxo Cube) at 11 o'clock in the morning, and I can honestly say that the sensation of weariness has entirely left me.

I mentioned this improvement in my health to the other members of our staff, and now the headmaster, and three of our assistants, also indulge in a cup at that hour."

* * *

"I am sending the photo. of my little girl, aged three and a half years. Since she was twelve months old she has been brought up on Oxo Cubes, in which I have the greatest faith, for she is remarkably strong and well developed, and weighs 45lbs."

* * *

"Children love Oxo Cubes when a little milk is added, and I give it to my three little girls every night on going to bed, and often for breakfast. The convenience of the little cubes is delightful, and you can always tell the right quantity to use."

* * *

"To nursing mothers Oxo Cubes are indeed a boon. They are so handy between meals; and as a nightcap in a glass of hot milk they are unrivalled."

* * *

"Oxo has been the chief support of an old lady (now in her 86th year) for the past two years. Nothing agrees so well with her, and it has kept her up through most distressing illnesses. I am still giving her Oxo and shall continue to do so."

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NOT IN DRIVER

OXO

IN THE ANTARCTIC.

A letter from the late Captain Scott.



Brudenell Quarries
October 25th 1911

Dear Sir

It will interest you to know that
your 'Survival Oxo' has been of material use ...
in the preparation of a
selection, and varied, winter diet

Yours faithfully

R. Scott

Captain, R.N.

(Commanding British Antarctic Expedition, 1911.)

It will be remembered that Sir Ernest Shackleton also relied on Oxo during his historic dash to the South Pole.

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IN TINS OF
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AND 100
CUBES



MADE SOLELY BY
LEMCO & OXO
(ESTD 1865.)
ORIGINATORS OF
CONCENTRATED
BEEF FOODS

CATTLE FARMS
EXCEED
5000,000 ACRES



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